

CATSUMER REPORT MAGAZINE

6,107 MASTERFILE

\$90.00/M UNIT OF SALE:  
\$18.00 AVERAGE

CATSUMER REPORT IS "THE MAGAZINE FOR SERIOUS CAT OWNERS." THIS HIGHLY SPECIALIZED MAGAZINE CONTAINS ARTICLES ON NEW PRODUCT REVIEWS, FOOD, TOYS AND HEALTH CARE ISSUES AS WELL AS INFORMATION ON TRAVEL AND INSURANCE FOR THE FELINE. HUMOROUS AND HEART-TOUCHING STORIES BY WELL RESPECTED AUTHORS ARE INCLUDED AS WELL.

GENDER: 86% FEMALE  
CANNOT SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

READERS ARE AN AVERAGE AGE OF 40 AND HAVE AN AVERAGE INCOME OF \$50,000+. THEY SPEND APPROXIMATELY \$1300 PER YEAR ON THEIR CAT. MANY ARE BREEDERS AND PARTICIPATE IN CAT SHOWS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE CAT ENTHUSIASTS ARE NOT YOUR GENERAL CAT OWNER. THEIR CAT IS AN IMPORTANT PART OF THEIR FAMILY AND THEY PURCHASE THE ABSOLUTE BEST IN FOOD, TOYS, LITTER, AND VETERINARY CARE.

THRU: APRIL 2010  
NEXT: OCTOBER 2010

THEIR HOMES AND OFFICE DECOR, CHOICE OF APPAREL AND JEWELRY ALL WILL REFLLECT THE FELINE THEME.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE AND INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

ALLEY CAT ALLIES  
ALLEY CAT RESCUECARE-A-LOT PET SUPPLY  
DEDICATION & EVERLASTINGGREAT COMPANIONS  
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